



# Girl Scouts of Greater Iowa

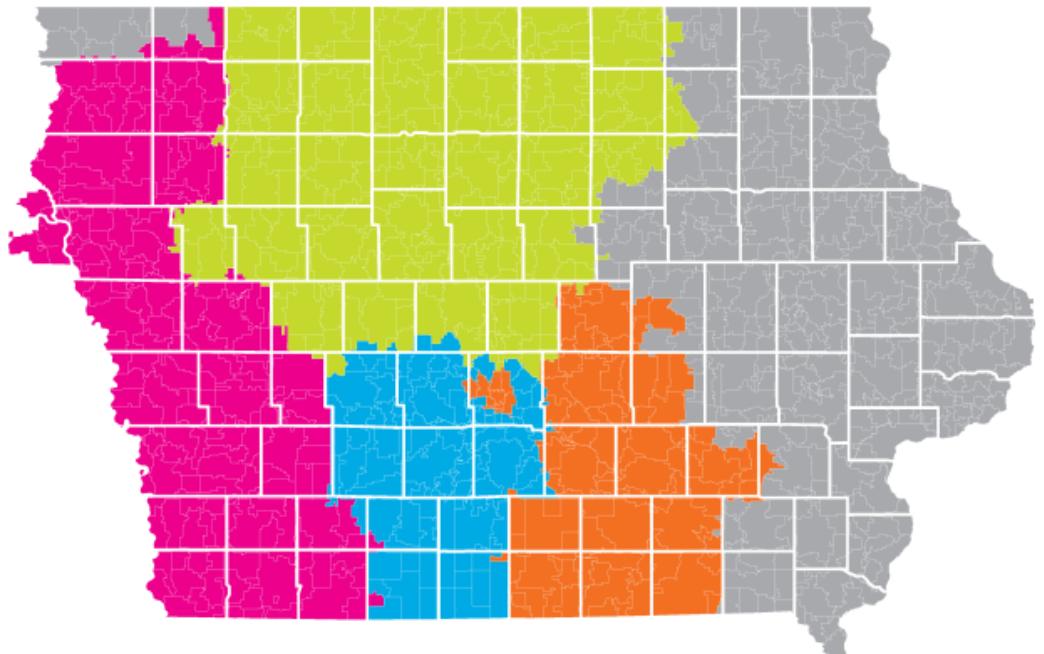


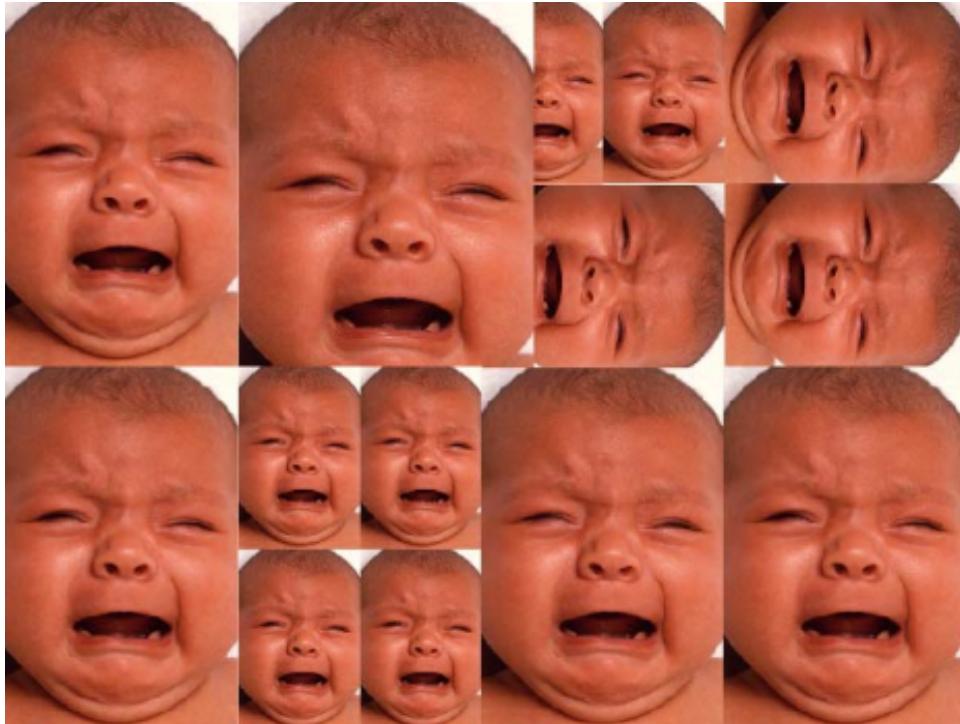
# Who We Are



## Girl Scouts of Greater Iowa

- 67 Iowa counties, 2 South Dakota counties & 1 Nebraska county
- 50 FT employees/ 70 PT
- 4 offices
- 4 camp properties





# Reflecting...



## IMPACT ON WORKING PARENTS

### WITHOUT AFFORDABLE CHILD CARE

Parents reduce their hours or opt out of the workforce



**94%** of workers involuntarily working part-time due to child care problems are women.

Seventy-five percent of US mothers say they've passed up work opportunities, switched jobs, or quit to care for their children.<sup>2</sup>

**75%** of moms



&

**50%** of dads



Fifty percent of US fathers say they've passed up work opportunities, switched jobs, or quit to care for their children.<sup>3</sup>

Nearly 40% of parents nationwide say they've **left a job because it lacked flexibility.**<sup>4</sup>

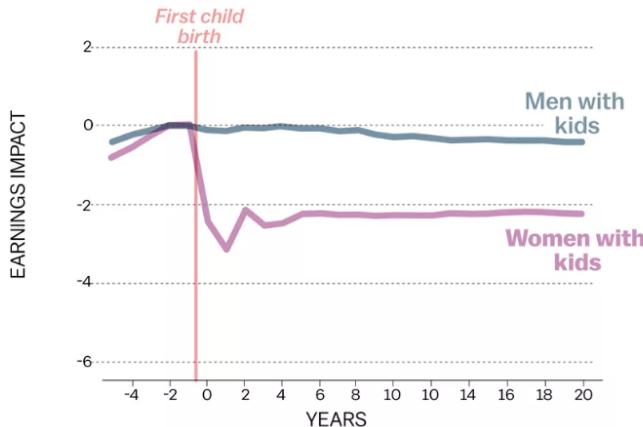


**83%** of millennials

say they would leave their jobs for one with more family-friendly benefits



**Women's earnings drop significantly after having a child. Men's don't.**



# How/when do we decide to make organizational changes



# Communication plan



Initial Employee Inquiry

Organization leadership discussion, research and creation.

Open forum, feedback loop for all GSGI staff, anonymous survey, challenges and ideas.



Policy started 12/1. Beth's FB post and press release to 3 Des Moines stations on 1/9.



Viral story and sharing.

## Infants at work policy



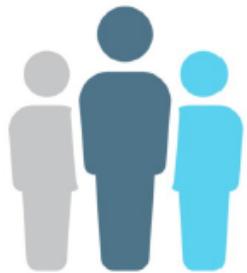
Received regional & national media coverage for creating innovative policies and programs



Named a Top Workplace in Iowa for the 1st time in organization history.



# Business implications/ brand



**Applicant pool for  
GSGI vacancies  
is up 60%  
over norm.**



**35 million people  
have seen it on  
social platforms**



**Nearly \$1 million in  
total "ad value" in  
coverage**



# The Guidelines



- Quiet Room
- Alternate Care Providers
- 1:1 prep meeting



There are a variety of solutions to support new parents in the workplace: extended paid parental leave, on-site day care, telecommuting & more. We've made the choices at this time that work best with our resources and infrastructure.



Parenthood doesn't change the skills, dedication and experiences that we so highly value in our people. We want to practice what we preach, and **normalize a reality where having children and advancing your career are not mutually exclusive.**